



## **The USA #1 Franchised Fondue Specialty Restaurant**

Fondue is a fun and interactive dining experience. The first Melting Pot® opened in 1975. Today, with more than 150+ locations across the US, Canada, Indonesia, Saudi Arabia, Mid East and Mexico, The Melting Pot® is the premier fondue restaurant franchise.

At The Melting Pot®, fondue truly becomes a memorable four-course dining experience where guests can dip into something different - and discover all the ingredients for a unique dining experience including a relaxed atmosphere, private tables, private parties, attentive service, fine wines and signature fondue dinners.

### **What Makes The Melting Pot® Different?**

- Our Mission is to create the Perfect Night Out for our restaurant guests by bringing each of these four key ingredients to the table: Happy Team Members; Genuine Hospitality; Immaculate, Inviting Surroundings; and Exceptional Food and Beverages.
- We are a special event destination restaurant
- No ovens, grills or deep fryers – food is prepared by the guests at their table
- Broad Appeal: – Couples/Dates, Families, Business meetings and Special occasions
- Restaurant experience is not necessary to become a Melting Pot® licensee
- Many of our restaurants have 'Wine Spectator' magazine designations
- Our level high level of training – a 6-10 week program in the US
- Our detailed unit design, start-up and on-going support and marketing programs.

### **Important Data on The Melting Pot® Franchise**

- International Franchisor: Front Burner Brands
- Corporate Website: [www.meltingpot.com](http://www.meltingpot.com)
- Current Operations: 150+ units in the US, Canada, Indonesia, Saudi Arabia, Mid East and Mexico

**The Melting Pot's International License Offer:** 5 or more unit Area Licenses

### **International Area Licensee Profile**

- Retail or hospitality development experience
- Access to real estate
- Initial capital to invest of up to US\$5,000,000
- The ability to staff with the expertise to assure a smooth transfer of the systems

### **Potential Area License Candidate Companies**

- Successful multi-brand licensing groups
- Franchisors or Area Licensees with experience in the food sector
- Real estate, mall and property development and management businesses
- Food, beverage and distribution related businesses